

**Extra Votes
Until November 14
for Clubs of
Ten New Daily
Subscriptions**

"Clubs Are Trumps" In The Herald's Big Contest

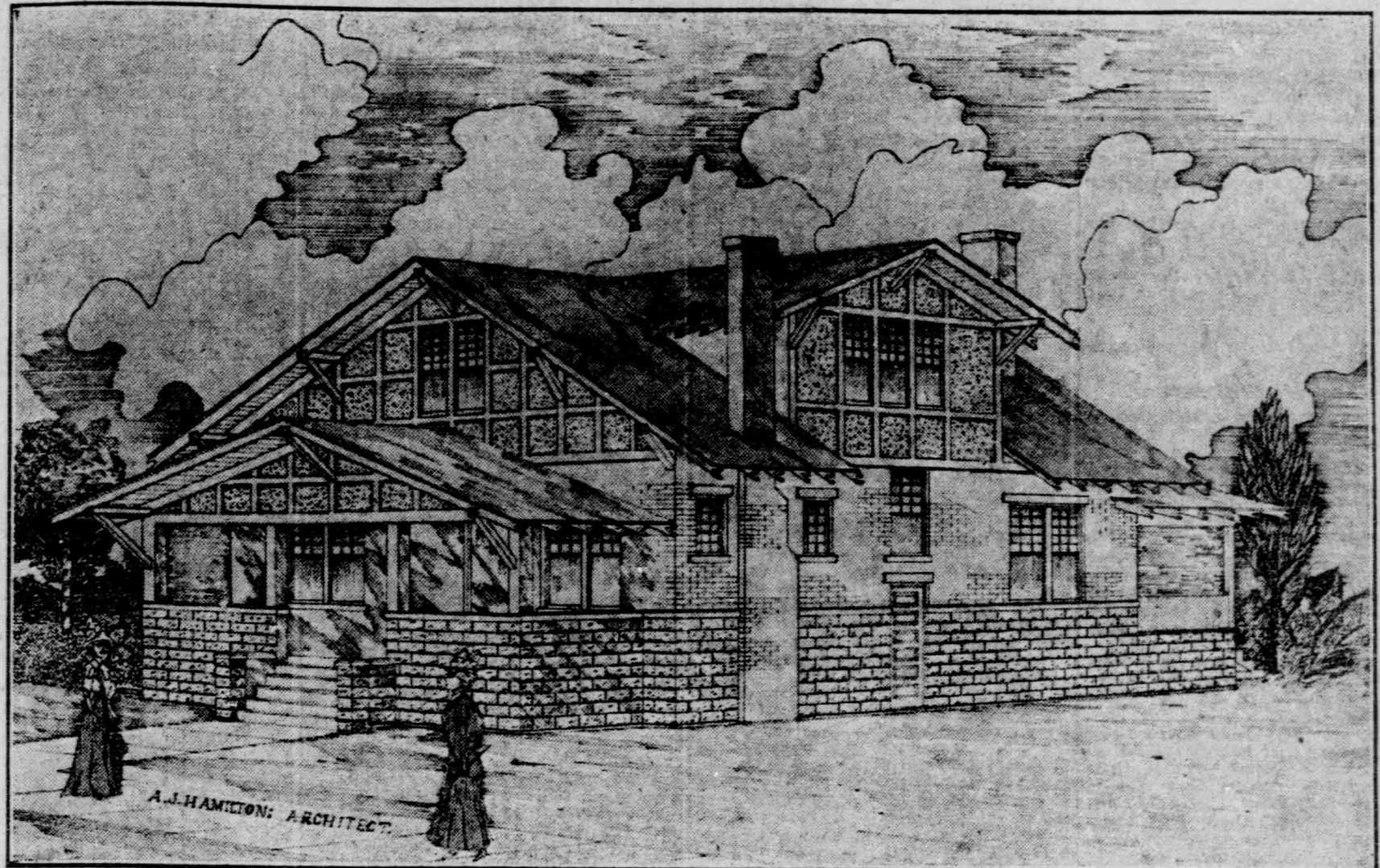
**Winners of
Special Prizes on
October 31
to be Announced
Tuesday**

¶ The attention of candidates in The Herald's Great Popular Election is called to the schedule of votes in effect from today until the close of the contest. This schedule has been announced daily to go into effect after 11 p. m., October 31. It will pay every candidate to keep a copy of this schedule for reference. It is published complete elsewhere on this page.

¶ Candidates have a comparatively limited amount of time in which to secure the extra votes given for clubs of TEN NEW subscribers for the daily Herald. This offer will expire November 14, at 11 p. m., which is one week from Saturday night. From that date until the close of the Contest no extra votes will be given for new subscribers. During the remainder of the Contest there will positively be no vote offer other than those now being announced. Read the details of the "Club" offer elsewhere on this page.

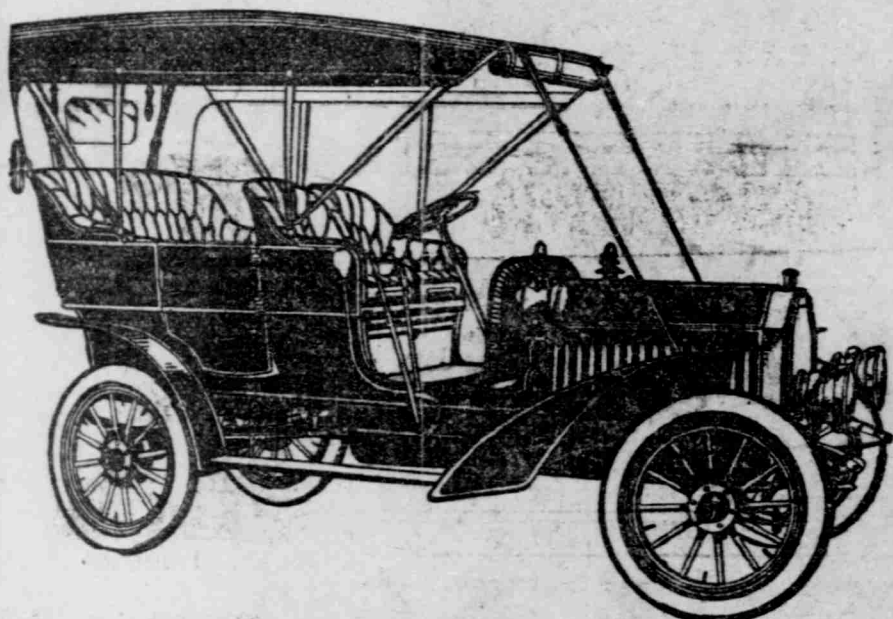
¶ Winners of the Special prizes given for increases in votes between Oct. 15 and Oct. 31 will be announced in Tuesday's Herald. The prizes will be distributed to the fortunate winners immediately after Tuesday's announcement.

¶ When the votes received by all candidates up to 11 o'clock last Saturday night are published Tuesday morning, there will be a great many surprised. Many candidates who have been in the Contest only a few days surprised every one by the large votes which they polled. In most cases competition for the capital and grand prizes is very close and the remainder of the Contest promises to be close.



First Capital Prize — House and Lot

The above is the architect's drawing of The Herald's \$6,000.00 Prize House to be erected for the winner on two lots in Newhouse Park. This prize home will contain seven rooms and bath, and will be supplied with every convenience known to modern home construction. It will be awarded, absolutely free of cost to the candidate receiving the most votes in The Herald's Big Contest up to 11 p. m., Nov. 25.



**Buick Automobile, Second
Capital Prize**

The above cut shows the handsome Buick Automobile, which will be awarded as second capital prize in The Herald's Great Popular Election at the close of the contest Nov. 25. This machine is now on exhibition at the Consolidated Wagon & Machine company's warerooms, where candidates and their friends are asked to call and inspect it. Think of the pleasure the ownership of this car would bring to you. It will be awarded to some fortunate man or woman exactly as represented in the above cut. With top, lamps, horn, etc. There is no better car made in the world for the price than the Buick. It combines all the features necessary to a really first-class automobile, and its superiority of construction and material is universally admitted.

¶ There will be opportunities for new candidates to enter the contest up until the last minute. A great many hustling men and women have already taken advantage of the opportunity offered to win several hundred dollars within the next few weeks with very little effort. The highest vote in the entire Contest can be easily overcome.

¶ The Herald has a \$6,000.00 prize home for someone! It might as well be you!

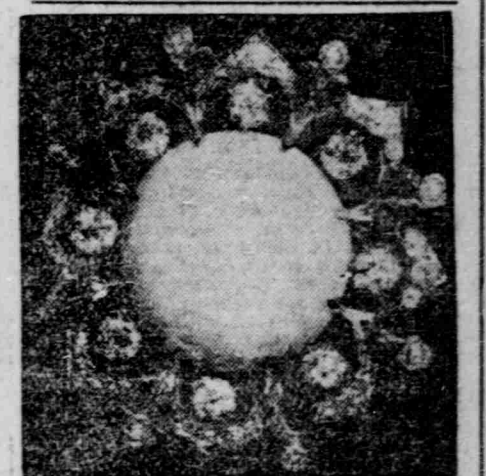


Third Capital Prize

Third Capital Prize in The Herald's Big Contest is a Steinway Grand Piano, valued at \$835.00. This beautiful instrument was purchased from the Clayton-Daynes Music company, where you and your friends are invited to call and see it. The name "Steinway" on a piano is the same as "sterling" on silver.

Fourth Capital Prize

Fourth Capital Prize in The Herald's Big Contest is a \$500.00 Diamond Brooch, of which the accompanying is a photograph. This beautiful prize was purchased of the reliable and successful jewelry firm of Leyson & Co., at whose store it may be seen on exhibition. The winner of this prize will own one of the handsomest brooches in Salt Lake City.



THE LIST OF PRIZES

CAPITAL PRIZES

CAPITAL PRIZE NO. 1—A house and lot in the Newhouse park (formerly Poperton). The lot was purchased in one of the most beautiful residential sections of Salt Lake City, especially for this purpose. The building is to be constructed by O. M. Engdahl, general contractor, and one of the most successful and largest builders in Salt Lake City. A. J. Hamilton in the Dooly block is the architect employed by The Herald for this building. He will design a beautiful, unique and valuable house to be constructed. The lumber for this building was purchased of Morrison-Merrill Co., a reliable and leading concern of Salt Lake City. Valued at \$6,000.

CAPITAL PRIZE NO. 2—One new Buick model "D" 1908 Automobile. Purchased of the Consolidated Wagon & Machine company of Salt Lake City at a cost of \$2,500. The car may be seen at their warerooms on exhibition. It is a beautiful high-grade machine, with top, glass front and excellent equipment.

CAPITAL PRIZE NO. 3—Steinway Grand Piano. Purchased of Clayton-Daynes Music company of Salt Lake City at a cost of \$835. You and your friends are invited to see the instrument on exhibition at their music rooms. It is a beauty, and a piece of art within itself.

CAPITAL PRIZE NO. 4—Beautiful Diamond Brooch. Purchased of the reliable and successful jewelry firm of Leyson & Co. of Salt Lake City. It is extremely beautiful and may be seen on exhibition at that store. Cost \$500.

GRAND PRIZES

GRAND PRIZE NO. 1—Anderson Upright Piano. Purchased of New York & Western Piano company, Salt Lake City, where it may be seen on exhibition. It is an excellent instrument with a "singing soul." Cost \$440.

GRAND PRIZE NO. 2—Woman's Genuine Seal Skin Coat. Purchased of Meheay, a leading furrier of Salt Lake City. This prize is magnificent and beautiful, and it will be made to order to fit the winner. Cost \$350.

GRAND PRIZE NO. 3—Choice selection of Libbey's Cut Glass, Bric-a-brac, Ornaments, artistic Chinaware, etc. Purchased of Callaway, Hook & Francis of Salt Lake City. Cost \$300.

GRAND PRIZE NO. 4—One new 1908 Harley-Davidson Motorcycle, with lamp and attachments. This fine machine was purchased of the Tom Botterill Automobile company of Salt Lake at a cost of \$255.

GRAND PRIZE NO. 5—Symphony Grand Graphophone and choice selection of records. Must be seen to be appreciated. Purchased of the Columbia Phonograph company of Salt Lake City. It is on exhibition at their store. Cost \$250.

GRAND PRIZE NO. 6—Beautiful seven-piece Mahogany Parlor Suite. Purchased of Freed Furniture & Carpet company, Salt Lake City, where it may be seen on exhibition. Cost \$227.

GRAND PRIZE NO. 7—Highest grade Traveling Outfit, consisting of trunk, suit case and bag. Purchased of Hulbert's Trunk Factory of Salt Lake City. Cost \$125.

GRAND PRIZE NO. 8—Beautiful Diamond Ring, woman's or man's size. Purchased of Leyson & Co. Cost \$100.

GRAND PRIZE NO. 9—Drawing room Mission style Mahogany Singer Sewing Machine. Purchased of the Singer Sewing Machine company, Salt Lake City. Cost \$85.

GRAND PRIZE NO. 10—Fine selection of Pictures and Books. Purchased of C. R. Savage & Co. of Salt Lake City. Cost \$75.

GRAND PRIZES NOS. 11 AND 12—Two solid gold case Standard Movement Watches, woman's or man's sizes. Purchased of Leyson & Co. Combined cost \$100.

GRAND PRIZE NO. 13—Standard high-grade Racing Bicycle. Purchased of League Cycle company, Salt Lake City. Cost \$50.

GRAND PRIZE NO. 14—Eastman Pocket Kodak, with attachments and supplies. Purchased of Salt Lake Photo Supply company. Cost \$35.

GRAND PRIZES NOS. 15 AND 16—Two beautiful Gold Watches, with standard movements, woman's or man's sizes. Purchased of J. H. Leyson & Co. Combined cost \$50.

Nomination Prizes—Open to All.

One \$50 Diamond Ring and one \$25 Gold Watch, both purchased of Leyson & Co., are to be awarded, one to the woman or man in or outside of Salt Lake City placing in nomination the candidate receiving the largest number of votes, and one to the woman or man in or outside of Salt Lake City placing in nomination the second largest number of votes by the close of the contest.

HOW TO VOTE

VOTES FOR SUBSCRIPTION BALLOTS.

The following schedule of votes will be allowed on subscriptions paid in advance to The Daily and Sunday Herald at regular rates. No subscriptions of more than five years or less than three months will be accepted. The votes are free, and a saving is made as compared to paying monthly:

For every subscription prepaid for:	From Oct. 31 to Nov. 25, inclusive:
Five years	9,800 votes
Two years	1,900 votes
One year	900 votes
Six months	500 votes
Three months	300 votes

Today and until Nov. 14, inclusive, 4,000 votes, in addition to the above schedule, will be given for every club of ten new DAILY subscriptions. No extra votes given for Sunday or Semi-Weekly subscriptions.

A prepaid subscription to The Sunday Herald for any of the same length of time mentioned above will count one-fifth as many votes.

A prepaid subscription to The Semi-Weekly Herald for any of the same length of time stated above will count one-tenth as many votes.

Old subscribers in arrears are required to pay in full to date, and then on their paid-in-advance votes will be counted on this schedule.

Positively no change will be made in

the above plan of crediting votes during the remainder of the contest.

TERMS OF SUBSCRIPTION.

DAILY AND SUNDAY—Five years, \$50; two years, \$20; one year, \$10; six months, \$5; three months, \$2.50.
SUNDAY—One year, \$2.00.
SEMI-WEEKLY (in advance)—One year, \$1.50; six months, 75 cents.

VOTES FOR CLASSIFIED WANT ADVERTISING.

Votes will be given on the sale of classified or want advertising coupon books, according to the following schedule. Each book contains \$2.75 worth of coupons, and is sold for \$2.50:

For every sale of:	From Oct. 31 to Nov. 25, inclusive:
20 books	9,800 votes
10 books	4,900 votes
5 books	2,450 votes
2 books	980 votes
1 book	490 votes

People who vote in this campaign not only please a candidate, but favor themselves from the call of the collector and by a saving of about 2 per cent on the Daily, 20 per cent on the Sunday only, and 8 per cent on Classified Advertising, as compared to the usual monthly payment plan. Thus all parties to the transaction are benefited without obligation or expense.

**If There Is Anything You Do Not Understand, Call On, Phone or Write
Contest Editor, The Herald**